

SOUL TRIBE ATTRACTION PLAYBOOK

*by Julia Stege
the Magical Marketer*

www.magical-marketing.com

Introduction



My name is Julia Stege, the Magical Marketer, and I've been combining the Law of Attraction with authentic marketing for over 15 years to attract my Soul Tribe from across the globe. I have noticed the simple practice of clarifying what I want to attract and then taking attractive actions online brings to me all the experiences I desire in business as well as in my personal life.

I'd like to introduce you to a revolutionary method for creating authentic branding and websites imbued with the power of the Law of Attraction.

Using this method, I have attracted over 40,000 like-minded followers from around the world and over \$1.5Million in sales, just by being my authentic, focused, active self. I have since taken these steps to create programs and services designed to help out-of-the-box entrepreneurs mimic my results.

This handout has several easy steps that will help you get started attracting your Soul Tribe online. These very steps have been used by tens of thousands of people across the planet with amazingly magical results. It's my honor to share these beautiful, deep, and soulful marketing steps with you.

Go forth and attract!

A handwritten signature in cursive script that reads "Julia".

Julia Stege

The Magical Marketer

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PS: To assist you in this process I have created a complimentary training called Attracting Your Soul Tribe Online that you will receive an invitation to via email shortly.

Instructions

Take your time in answering the questions below. It's best to relax and focus clearly on what you want to attract as you answer the questions. Remember, you can attract *ANYTHING* when you have the proper focus and energy. Don't hold back!

1) What are the qualities, characteristics and attributes of my Soul Tribe? Your “Soul Tribe” are those you want to work with who are on the same life path as you are. Who are the people you were born to serve? Write words that reflect their personality, what resources to they have, what problems they have, what they say and how they respond to you. Describe them here in as much detail as possible. Don't be logical. Come from the gut!

2) *What makes me and my Soul Tribe tick?* Another way to put this is, "What is my true life purpose and the life purpose of my Soul Tribe?" What is your life's passion? What is the core point of attraction between you and your Soul Tribe? Describe it here as concisely and to the point as possible.

3) *What do I want my Soul Tribe to expect from me?* If you have ever felt at the mercy of other people's expectations, this is your chance to be proactive and determine what you want others to expect from you. Write down the offerings you want to deliver, how you want to be perceived, your goals and what you want to achieve, and what you want your days to look like.

4) *Who am I willing to be to attract what I desire?* For each item under number 3 that you have not yet 100% attracted, write it down here again. Then ask yourself, "who am I willing to be to attract this?" What word or phrase describes the way you would be if you attracted this? Write it down next to the item you want to attract. Now go forth and be that quality and watch as what you desire is drawn to you.

5) What are my next Attractive Actions and Dazzling

Distractions? What are the actions you are willing to take to attract what you desire? Take note of what ideas you have that are Attractive Actions vs. those that are Dazzling Distractions. Attractive Actions move us forward on our life path while Dazzling Distractions take us away. Start taking one Attractive Action at a time.

ATTRACTIVE ACTIONS

DAZZLING DISTRACTIONS

6) What are my Signs of Land? It is important to take note of what we are attracting on a regular basis. When a sailor approaches land from sea, there are signs of land long before actual land is sighted, like certain weather patterns, or particular birds, sea mammals, and plant life. Similarly, when we set course for what we desire in life and business, there are signs along the way that what we asked for is coming. Perhaps you asked for clients who are fun and someone calls from a game company, or you have asked for a more spiritual experience of business and you meet an inspiring spiritual teacher at a party. Taking note of these "Signs of Land" will help you to acknowledge your progress and flow toward the realization of your dreams.

More Signs of Land

How to Begin Creating Your Soul Tribe Attracting Message

The first step to creating marketing that attracts your Soul Tribe is to create a list of words that reflect your essence. Using the area below, write down a list of “Tick Words” ie words that describe your passion... and a list of “Offering Words” ie words that describe your services, offerings and/or results. Combine these words to create great titles. You can even close your eyes to discover ‘random’ combinations that express your purpose. Use these words in your copy to express your essence attractively!

TICK WORDS

OFFERING WORDS

NOTES:

Need more help attracting your Soul Tribe online?

You are invited to a special live virtual SOUL TRIBE ATTRACTION PLAYSHOP where I will share why marketing the 'normal' way can actually sabotage your heart based business, and I introduce a new paradigm for online marketing. Please whitelist julia@magical-marketing.com so you will receive the playshop invitation and reminders.



**The Strategic Attraction Plan™ was first published in the book Attracting Perfect Customers: The Power of Strategic Synchronicity by Jan Brogniez (Stringer) and Stacey Hall. Julia Stege is a Strategic Attraction Coach™ Certified by Perfect Customers, Inc.*